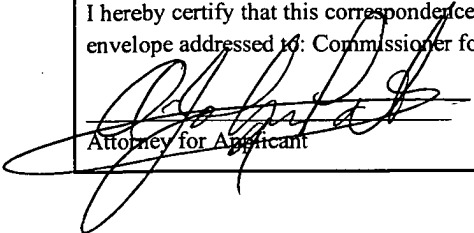


IFW

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313, on June 8, 2004.

  
Attorney for Applicant

PATENT

Docket No. 3367.2.1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Adam Fairbanks et al. )  
)  
Serial No.: 10/791,134 )  
) Art Unit  
Filed: March 2, 2004 ) Not Yet Assigned  
)  
For: LOCALIZED EVENT SERVER )  
APPARATUS AND METHOD )

INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313

Sir:

This Information Disclosure Statement discloses information which has come to the attention of Applicant or those individuals designated in § 1.56(c) and is being submitted to comply with the duty of disclosure set forth in 37 C.F.R. § 1.56. In accordance with 37 C.F.R. § 1.97(b), this Statement is being filed within three (3) months of the filing date of the above-identified application or before the mailing date of a first Action on the merits.

Neither Applicant nor those individuals designated in § 1.56(c) make any representation that any information disclosed herein may be "prior art" within the meaning of that term under 35 U.S.C.

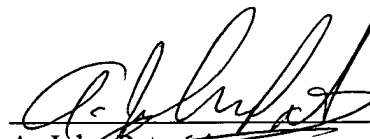
§§ 102 or 103. Moreover, pursuant to 37 C.F.R. § 1.97, the filing of this Information Disclosure Statement shall not be construed as a representation that a search has been made or as an admission that the information cited herein is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

In accordance with 37 C.F.R. § 1.98, this Information Disclosure Statement includes and is accompanied by:

1. A completed copy of Form PTO-1449 listing the patents, publications and other information being submitted for consideration; and
2. A legible copy of each patent, publication, and other item of information in written form listed on the enclosed Form.

DATED this 8<sup>th</sup> day of June, 2004.

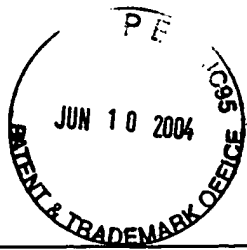
Respectfully submitted,



A. John Pate  
Reg. No. 36,234  
Attorney for Applicant

Date: June 7, 2004

PATE PIERCE & BAIRD  
550 Parkside Tower  
215 South State Street  
Salt Lake City, Utah 84111  
Telephone: (801) 530-0330  
Facsimile: (801) 530-5955



<b>FORM PTO-1449</b>  <b>LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT</b>  (use several sheets if necessary)	<b>SERIAL NO.</b> 10/791,134	<b>ATTORNEY DOCKET NO.</b> 3367.2.1
	<b>FILING DATE</b> March 2, 2004	<b>GROUP ART UNIT</b> Not Yet Assigned
	<b>APPLICANT(S):</b> Adam Fairbanks et al.	

**U.S. PATENTS**

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
	A1	5,070,470	12/03/91	Scully et al.	364/705.08	12/18/87
	A2	5,936,625	08/10/99	Kahl et al.	345/351	05/06/94
	A3	6,018,343	01/25/00	Wang et al.	345/356	09/27/96
	A4	6,269,361	07/31/01	Davis et al.	707/3	05/28/99
	A5	6,370,554	04/09/01	Sun-Woo	708/112	08/14/98
	A6	6,380,959	04/30/02	Wang et al.	345/853	09/26/97

**PUBLISHED U.S. PATENT APPLICATIONS**

EXAMINER INITIAL		DOCUMENT NUMBER	PUB. DATE	NAME	CLASS/ SUBCLASS	FILING DATE
	A7	2001/0051940	12/03/01	Soulanille	707/3	06/01/01
	A8	2002/0038341	03/28/02	Manger et al.	709/203	09/25/01
	A9	2002/0046259	04/18/02	Glorikian	709/218	12/03/01
	A10	2002/0063732	05/30/02	Mansikkaniemi et al.	345/733	11/29/00
	A11	2002/0188522	12/12/02	McCall et al.	705/26	02/21/02
	A12	2003/0061303	03/27/03	Brown et al.	709/217	09/27/01
	A13	2003/0065742	04/03/03	Culp et al.	709/218	09/28/01
	A14	2003/0069899	04/10/03	Brown et al.	707/200	10/04/01
	A15	2003/0120461	06/26/03	Mets et al.	702/182	12/21/01
	A16	2003/0131059	07/10/03	Brown et al.	709/206	01/08/02
	A17	2003/0149937	08/07/03	McElfresh et al.	715/517	02/14/03
	A18	2003/0154116	08/14/03	Lofton	705/8	01/04/02
	A19	2003/0167212	09/04/03	Monteverde	705/26	05/15/03

<b>EXAMINER</b>	<b>DATE CONSIDERED</b>
-----------------	------------------------

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant(s).

EXAMINER INITIAL		DOCUMENT NUMBER	PUB. DATE	NAME	CLASS/ SUBCLASS	FILING DATE
	A20	2003/0192048	10/09/03	Sullivan	725/39	04/14/03

## NON-PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT
	A21	Stefanie Olsen, <i>Overture Tests Local Service</i> , 09/09/03, Pages 1-4, < <a href="http://news.com/2100-1024-5073600.html">http://news.com/2100-1024-5073600.html</a> >
	A22	Brian Morrissey, <i>Google, Overture Gird for Local-Search Battle</i> , 09/23/03 < <a href="http://www.clickz.com/news/article.php/3082121">http://www.clickz.com/news/article.php/3082121</a> >
	A23	Google, <i>America Online and Google Announce Expanded Alliance As AOL Enhances Search Capabilities</i> , 10/07/03, Pages 1-3, < <a href="http://www.google.com/press/pressrel/aol_alliance.html">http://www.google.com/press/pressrel/aol_alliance.html</a> >
	A24	Eileen Pacheco, <i>White Hot 'Local Search' Opportunity Focus of Upcoming Kelsey Group Conference</i> , 10/09/03, Pages 1-2, < <a href="http://www.kelseygroup.com/press/pr031009.htm">http://www.kelseygroup.com/press/pr031009.htm</a> >
	A25	Danny Sullivan, <i>Local Search Part 1: new Developments In Local Search &amp; Moves By Overture</i> , 10/14/03, Pages 1-5, < <a href="http://searchenginewatch.com/searchday/article.php/3091341">http://searchenginewatch.com/searchday/article.php/3091341</a> >
	A26	Danny Sullivan, <i>Local Search Part 2: Google &amp; Mobilemaps Bring Back Geosearching</i> , 10/21/03, Pages 1-5, < <a href="http://searchenginewatch.com/searchday/article.php/3096151">http://searchenginewatch.com/searchday/article.php/3096151</a> >
	A27	Danny Sullivan, <i>Google Launches Local Search Targeting &amp; Search Forum Spotlight</i> , 10/24/03, Pages 1-5, < <a href="http://searchenginewatch.com/searchday/article.php/3098271">http://searchenginewatch.com/searchday/article.php/3098271</a> >
	A28	Danny Sullivan, <i>Local Search Part 3: Google Gets Local With AdWords</i> , 10/28/03, Pages 1-6, < <a href="http://searchenginewatch.com/searchday/article.php/3099591">http://searchenginewatch.com/searchday/article.php/3099591</a> >
	A29	Digital Envoy Press Release, <i>CNET Networks Adds Digital Envoy Geo-Targeting Component To Advertising Capabilities</i> , 11/12/03, Page 1, < <a href="http://www.digitalenvoy.net/news/press_releases/2003/pr_111203.shtml">http://www.digitalenvoy.net/news/press_releases/2003/pr_111203.shtml</a> >
	A30	Dick Larkin, <i>Local Search Part 4: Major Search Engines On Yellow Pages</i> , 11/13/03, Pages 1-5, < <a href="http://searchenginewatch.com/searchday/article.php/3106581">http://searchenginewatch.com/searchday/article.php/3106581</a> >
	A31	Evite, <i>Evite Announces Beta Launch Of Evite 2.0: The Ultimate Social Planning Destination Guide</i> , 11/13/03, Pages 1-2, < <a href="http://www.evite.com/pages/gt/press/pressreleases/111303.jsp">http://www.evite.com/pages/gt/press/pressreleases/111303.jsp</a> >
	A32	Stefanie Olsen, <i>Customers Rage At Google Tweak</i> , 11/14/03, Pages 1-7, < <a href="http://www.news.com/2100-1024_3-5107406.html?type=pt&amp;part=inv&amp;tag=feed&amp;subj=news">http://www.news.com/2100-1024_3-5107406.html?type=pt&amp;part=inv&amp;tag=feed&amp;subj=news</a> >
	A33	URLWire.com, <i>New Search Engine Vivante Provides Localized Results</i> , 11/19/03, Pages 1-4, < <a href="http://www.urlwire.com/news/111903a.html">http://www.urlwire.com/news/111903a.html</a> >
	A33	LookSmart, <i>BellSouth Partner for Yellow Pages</i> , 11/20/2003, Pages 1-2, < <a href="http://www.technologymarketing.com/mc/news/article_display.jsp?vnu_content_id=2032963">http://www.technologymarketing.com/mc/news/article_display.jsp?vnu_content_id=2032963</a> >

EXAMINER	DATE CONSIDERED
----------	-----------------

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant(s).

A34	Danny Sullivan, <i>Local Search Part 5: Citysearch Brings Local To Searchers &amp; Merchants</i> , 11/20/03, Pages 1-7, < <a href="http://searchenginewatch.com/searchday/article.php/3111681">http://searchenginewatch.com/searchday/article.php/3111681</a> >
A35	FindWhat.com, <i>FindWhat.com Announces Strategic Relationship With Verizon Information Services</i> , 13/03/03, Pages 1-3, < <a href="http://www.findwhat.com/content/about/news/pressrelease.asp?a=127">http://www.findwhat.com/content/about/news/pressrelease.asp?a=127</a> >
A36	Interchangeusa.com, <i>Interchange Beta Testing Comprehensive Local Search Solution</i> , 12/03/03, Pages 1-2, < <a href="http://www.interchangeusa.com/news/pressreleases/2003/120303.asp">http://www.interchangeusa.com/news/pressreleases/2003/120303.asp</a> >
A37	Kanoodle.com, <i>the first to introduce technology managing active/inactive status of pay-per-click search terms</i> , 12/08/03, Pages 1-2, < <a href="http://www.kanoodle.com/about/12-08-03.html">http://www.kanoodle.com/about/12-08-03.html</a> >
A38	Janis Mara, <i>Citysearch Optimizes for Paid Search</i> , 12/18/03, Pages 1-4, < <a href="http://boston.internet.com/news/article.php/3290661">http://boston.internet.com/news/article.php/3290661</a> >
A39	PayPerClickAnalyst.com, <i>MarketWatch.com Selects Kanoodle.com as Provider of Content-Targeted Sponsored Links</i> , 01/07/04, Pages 1-2, < <a href="http://www.payperclickanalyst.com/pr-kanoodle-marketwatch-01-07-2004.htm">http://www.payperclickanalyst.com/pr-kanoodle-marketwatch-01-07-2004.htm</a> >
A40	YahooFinance.com, <i>Financial Content Announces Strategic Partnership With FindWhat.com</i> , 01/07/04, Pages 1-3, < <a href="http://biz.yahoo.com/pz/040107/50477.html">http://biz.yahoo.com/pz/040107/50477.html</a> >
A41	Dex Media, <i>Dex Media Introduces Dexonline.com and New Market Brand</i> , 01/15/04, < <a href="http://www.dexmedia.com/gallerypress/press_pr.html">http://www.dexmedia.com/gallerypress/press_pr.html</a> >
A42	Dex Media, <i>Dex Media Introduces Dexonline.com and New Market Brand</i> , 06/01/04, < <a href="http://www.dexmedia.com/gallerypress/press_fs.html">http://www.dexmedia.com/gallerypress/press_fs.html</a> >
A43	Larry Dobrow, <i>Verizon to Make Pages Even More Super, Slates Directory Overhaul</i> , 02/02/04, Pages 1-3, < <a href="http://www.mediapost.com/dtls_dsp_news.cfm?newsID=236527">http://www.mediapost.com/dtls_dsp_news.cfm?newsID=236527</a> >
A44	Interchangeusa.com, <i>Interchange Introduces Breakthrough Local-Search Platform</i> , 02/04/04, Pages 1-2, < <a href="http://www.interchangeusa.com/news/pressreleases/2004/012904.asp">http://www.interchangeusa.com/news/pressreleases/2004/012904.asp</a> >
A45	Google AdWords FAQ: <i>Regional Training</i> , 05/18/04, Pages 1-5, < <a href="https://adwords.google.com/select.faq/reg_faq.html">https://adwords.google.com/select.faq/reg_faq.html</a> >
A46	Google.com, <i>Google Local Beta</i> , 06/01/04, Page 1, < <a href="http://local.google.com/lochp">http://local.google.com/lochp</a> >

EXAMINER	DATE CONSIDERED
----------	-----------------

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant(s).